ORDER

 Order / Rev:
 37571

 Alt Order #:
 08879085

Product Desc: Issue
Estimate: 1566

Flight Dates: 10/23/12 - 10/29/12

Original Date / Rev: 10/11/12 / 10/11/12

Order Type: GENERAL



KLAS

Primary AE: Mike Jones

Sales Office:

Sales Region:

K-WAS National

Agency Name: Mundy Katowitz Media

Buying Contact:

Billing Contact:

1322 G Street SE Washington, DC 20003 Billing Type: Cash
Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission:

15%

Advertiser Name: Priorities USA Action

 Demographic:
 A35+

 Product Codes:
 PO1

AGY, POL, ISS

Priority: LV1

Revenue Codes:

Advertiser External ID:

Agency External ID:

New Business Thru:

Order Separation:

Bill Plan

Orders

Start Date	End Date # Spots Gross Amount		Net Amount	
10/01/12	10/28/12	24	\$56,400.00	\$47,940.00
10/29/12	10/29/12	6	\$14,700.00	\$12,495.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$56,400.00	\$47,940.00	0.00
November 2012	6	\$14,700.00	\$12,495.00	0.00
Totals	30	\$71,100.00	\$60,435.00	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	Mike Jones		Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$71,100.00
Market	100%	\$237,000.00

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$59,250.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$11,850.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

L	n Cl	h Start	End	Inventory Cod	e Break	Start/End	I Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
Ε	4	8 10/26/	12 10/26/12	8 News Now 5a	M-F CM	5-6a	F	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
				8 News Now 5a	M-F							
	8-N	IOW 5AM										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	Week	: 10/22/12	10/28/12	F	1	\$3,000.00	0.00					
Ε	6	8 10/23/	12 10/23/12		CM	6-7a	-T	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00

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KLAS

Order / Rev:

37571

Advertiser:

Priorities USA Action

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Issue

10/23/12 - 10/29/12 Estin

Estimate:

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Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
				8 News Now 6a N			·····				<u> </u>	
٥	-NOV	I GAM		8 News Now 6a N	∕I-F							
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating			ı		
We	_	/22/12	10/28/12	-T		\$3,000.00	0.00					
E 10	8	10/29/1	2 10/29/12	8 News Now 6a M		6-7a	M	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
8	-NOV	6AM		8 News Now 6a N	Λ- F							
		art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
We	ek: 10	/29/12	11/04/12	M	1	\$3,000.00	0.00					
E 12	8	10/24/1	2 10/24/12	CBS This Morning		7-9a	W	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
	CBS TI	IS MRNO	3-2<	CBS This Morning	g							
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
We	ek: 10	/22/12	10/28/12	W		\$3,000.00	0.00					
E 16	8	10/23/1	2 10/23/12	Live w/Kelly	СМ	9-10a	-Т	:30	1 \$2,000.00LV1	0.00 NM	1	\$2,000.00
ι	IVE W	/TH KELL	.Y	Live w/Kelly						1		
	<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
		/22/12	10/28/12	-T		\$2,000.00	0.00			2 22 1114		*******
E 19	8	10/29/1	2 10/29/12	Live w/Kelly Live w/Kelly	CM	9-10a	M	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
L	IVE W	/TH KELL	.Y	Live w/Keny								
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
		/29/12	11/04/12	M		\$3,000.00	0.00		4 00 000 0011/4	0.00.1114	4	60 000 00
E 20	8	10/23/1	2 10/23/12	8 News Now Noo		12-1230p	-T	:30	1 \$2,000.00LV1	0.00 NM	1	\$2,000.00
ε	3-NOV	NOON										
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
_	ek: 10	/22/12	10/28/12 2 10/25/12	-T		\$2,000.00 12-1230p	0.00 T	:30	1 \$2,000.00LV1	0.00 NM	1	\$2,000.00
E 22	۰	10/25/1	2 10/25/12	8 News Now Noo		12-1230p		.30	1 \$2,000.000	0.00 14141	'	\$2,000.00
ε	3-NOV	NOON		•								
	_	art Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate \$2,000,00	Rating 0.00					
E 24	8 8	10/29/1	10/28/12	8 News Now Noo		12-1230p	M	:30	1 \$2,000.00LV1	0.00 NM	1	\$2,000.00
L 24	Ū	10/23/1	2 10/25/12	8 News Now Noo		12 1200p		.00	. 42,000.0020	0.00	,	V= 000.00
8		NOON										
10/6	_	art Date /29/12	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$2,000.00	Rating 0.00					
E 26	8		2 10/23/12	Ellen	CM	3-4p	-T	:30	1 \$2,500.00LV1	0.00 NM	1	\$2,500.00
	_		0,_0,	Ellen			·					
8	ELLEN				0 4 444 4	5-4-	Datin -					
We		art Date /22/12	End Date 10/28/12	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$2,500.00	Rating 0.00					
E 29	8		2 10/26/12	Ellen	CM	3-4p	F	:30	1 \$2,500.00LV1	0.00 NM	1	\$2,500.00
				Ellen		·						
	ELLEN		End Data	\A/o oledaya	CnataMaak	Bata	Poting					
We		art Date /22/12	End Date 10/28/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$2,500.00	Rating 0.00					
E 30	8		2 10/24/12	8 News Now 4p N	л-F СМ	4-5p	W	:30	1 \$2,500.00LV1	0.00 NM	1	\$2,500.00
_		/ 4D\$4/0 *	10\A/ 4000	8 News Now 4p N	M-F							
		/ 4PM/8-N art Date	NOW 430PM End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
_ We		/22/12	10/28/12	W		\$2,500.00	0.00					
E 32	8	10/29/1	2 10/29/12	8 News Now 4p N		4-5p	M	:30	1 \$2,500.00LV1	0.00 NM	1	\$2,500.00
	2-NO\^	I ADMIR N	NOW 430PM	8 News Now 4p N	M-F							
· '	_	7 4FIVI/0-1 art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We		/29/12	11/04/12	M		\$2,500.00	0.00					
E 33	8	10/23/1	2 10/23/12		СМ	5-630p	-T	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00

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Order / Rev:

37571

Advertiser:

Priorities USA Action

Alt Order #:

00070005

08879085

Product Desc:

: Issue

KLAS

Flight Dates:

10/23/12 - 10/29/12

Estimate:

1566

Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
			8 News Now 5-63 8 News Now 5-6								
NEWS				oop wit							
	art Date	End Date	Weekdays -T	Spots/Week	Rate	Rating					
Week: 10 E 35 8		10/28/12	8 News Now 5-63		\$3,000.00 5-630p	0.00	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
200 0	10/20/1	2 10/20/12	8 News Now 5-6		0-000р		.50	1 \$0,000.002	0.00 14101		\$5,000.00
NEWS		F1 D-1-	10/	04-00/1	D-1-	D-1'					
Sta Week: 10	art Date 1/22/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$3,000.00	Rating 0.00					
E 36 8			8 News Now 5-63		5-630p	M	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
NEWO			8 News Now 5-6	30p M-F							
NEWS Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		11/04/12	M		\$3,000.00	0.00					
E 42 8	10/24/1	2 10/24/12	Letterman	CM	1135p-1237a	W	:30	1 \$2,000.00LV1	0.00 NM	1	\$2,000.00
DIFT	TRMAN-C	BS<	Letterman								
0.0000000000000000000000000000000000000	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/28/12	W	1	\$2,000.00	0.00					
E 46 8	10/23/1	2 10/23/12	Craig Ferguson Craig Ferguson	CM	1237a-137a (12:37 XM-1:	-T	:30	1 \$1,200.00LV1	0.00 NM	1	\$1,200.00
LT-FER	RGUSN-CI	BS<	Craig reiguson		(12.37 XIVI-1.	37 XIVI)					
580000 0000 TOO	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/28/12	-T		\$1,200.00	0.00	.20	4 64 000 00114	0.00.104		04 000 00
E 50 8	10/29/1.	2 10/29/12	Craig Ferguson Craig Ferguson	CM	1237a-137a (12:37 XM-1:	M 37 XM)	:30	1 \$1,200.00LV1	0.00 NM	1	\$1,200.00
LT-FER	RGUSN-CI	BS<	3		(
Sta Week: 10	art Date	End Date 11/04/12	Weekdays M	Spots/Week	Rate \$1,200.00	Rating 0.00					
E 51 8	or the on the control	College Decision Street - C	137-237a M-F Ele		137-207a	W	:30	1 \$250.00LV1	0.00 NM	1	\$250.00
			Electric Playgrou		(1:37 XM-2:3			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			y=00.00
TBD	art Data	End Data	Maddaya	Casta (Mask	Data	Datina					
Week: 10	art Date /22/12	End Date 10/28/12	Weekdays W	Spots/Week 1	Rate \$250.00	Rating 0.00					
E 52 8	10/26/1:	2 10/26/12	137-237a M-F Ele	ec Plyg@M	137-207a	F	:30	1 \$250.00LV1	0.00 NM	1	\$250.00
TBD			Electric Playgrou	nd	(1:37 XM-2:3	7 XM)					
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/28/12	F	1	\$250.00	0.00					
E 53 8	10/27/1	2 10/27/12	Politics Now S Se		Various	S-	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
POLITI	CS NOW		Politics Now S S	ebellus	(5:30 PM-6:0	U PIVI)					
7	art Date	End Date	Weekdays	Spots/Week		Rating					
Week: 10		10/28/12	S-		\$3,000.00	0.00				0.00	
E 55 8	10/27/12	2 10/27/12	8 News Now Sat 8 News Now Sat		11-1135p	S-	:30	1 \$2,500.00LV1	0.00 NM	1	\$2,500.00
NEWS			o none non out								
2000 CN - 100 CN	art Date	End Date	Weekdays	Spots/Week		Rating					
Week: 10 E 57 8		10/28/12	Sat 1135p-1235a		\$2,500.00	0.00	:30	1 \$500.00LV1	0.00 NM	1	\$500.00
201 0	10/2//1	LIOIZITIE	Private Practice	1 IIV I IOIVI	1100p-1200t		.50	1 \$300.00271	0.00 14101		\$300.00
UNIT, T											
Week: 10	art Date 0/22/12	End Date 10/28/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00					
E 58 8			Sat 1235-135a Da	aVinci I6M	12.35a-1.35a		:30	1 \$400.00LV1	0.00 NM	1	\$400.00
DDOT	JDC0 0107	rpe-	Da Vinci Inquest		(12:35 XM-1:	35 XM)					
ener	⊣RS&SIS⊺ art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/28/12	S-	1	\$400.00	0.00					
E 59 8	10/28/12	2 10/28/12		СМ	8 News Now	Sun AS	:30	1 \$1,500.00LV1	0.00 NM	1	\$1,500.00

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KLAS

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37571

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Product Desc:

10/23/12 - 10/29/12

Estimate:

Issue

1566

Ln	Ch	Start	End	Inventory Code	Break	Start/End	l Time Days	Len S	pots Rate P <u>ri</u>	Rtg Type	Spots	Amount
				8 News Now Sun								
	NOW	CLLMDA		8 News Now Sun	AW #1							
Č		SU MR1		101 - 1 - 1 - 1	0	D-4-	Dation				1	
•••		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	ek: 10/		10/28/12	S	1	\$1,500.00	0.00					
N 62	8	10/27/1	2 10/27/12		•	5-7p	5-	:30	1 \$2,500.00LV	0.00 NM	1	\$2,500.00
				8 News Now Sat	5-7 p							
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
We	ek: 10/	/22/12	10/28/12	S-	1	\$2,500.00	0.00			_		
N 63	8	10/28/1	2 10/28/12	8 News Now Sun	AM #2CM	8 News No	w Sun AS	:30	1 \$2,500.00LV	0.00 NM	1	\$2,500.00
				8 News Now Sun	AM #2							
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				i	
We	ek: 10/		10/28/12	S	1	\$2,500.00	0.00					
N 64	8	10/27/1	2 10/27/12	Sat Prime Special	CM	8-10p	5-	:30	1 \$10,000.00 LV	0.00 NM	1 1	\$10,000.00
1104	U	10/2//1	2 10,27712	KLAS Movie: Bob		0-10p	3	.00	1 4 10,000.002	0.00 11111	•	4 10,000.00
	04-	D-4-	Cad Data		•	Deta	Detine					
10/-		rt Date	End Date 10/28/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u>	Rating 0.00					
	ek: 10/					\$10,000.00			4 04 000 00114			04 000 00
N 65	8	10/28/1	2 10/28/12	Sun 4-5P Elec Pla		4-5p	S	:30	1 \$1,300.00LV	0.00 NM	1	\$1,300.00
				4-5p Electric Play	grnd 2x							
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
We	ek: 10/	/22/12	10/28/12	S	11_	\$1,300.00	0.00				j	
										Totals	30	\$71,100.00